

**Recap of the Joint East Town Business Partnership-
Minneapolis Downtown Council Business Forum
Young Professionals in the Marketplace
Thursday, March 17, 2022, 11:00 a.m.-12:00 p.m.
Hybrid Event: FINNOVATION Lab and via Zoom**

I. Welcome and Announcements

Steve Cramer, President and CEO of the Minneapolis Downtown Council-Downtown Improvement District (<https://www.linkedin.com/in/steve-cramer-4368b387/> and <https://www.mplsdowntown.com/about-membership/our-team/>), welcomed everyone to the FINNOVATION Lab (<https://www.finn-lab.com/>) and thanked them for hosting today's forum. He said it was great to be there on St. Patrick's Day where all their St. Patrick's Day needs can be met beginning with Irish dancing at noon, live musical entertainment, and food trucks (<https://finnegans.org/event/st-patricks-day-celebration/>), so they can stay here all day. For those not here, he hopes they'll enjoy other great establishments throughout downtown.

For non-St. Patrick's Day events, go to <https://www.mplsdowntown.com/> for comprehensive resources of events happening downtown, everything they need to know to be active in downtown as they see the economy start to reanimate. If out and about, you can follow them on Instagram @mplsdowntown and share your experiences using #mymplsdt and they give away concert tickets, hotel stays, restaurant gift certificates, et cetera. Then he announced the following upcoming MDC events:

- Monday, April 7th, 8:30-10:00 a.m., *Downtown Public Safety Update* at Ryan Companies (<https://www.mplsdowntown.com/event/downtown-public-safety-update/>)
- Wednesday, April 20th, 10:30 a.m.-12:00 p.m., *Minneapolis Downtown Reanimation | Collective Impact* at The Hennepin (<https://www.mplsdowntown.com/event/mpls-downtown-reanimation-collective-journey/>)
- Wednesday, May 11th, 8:30-10:00 a.m., *Downtown Transportation and Development* at Faegre Drinker Biddle & Reath LLP (<https://www.mplsdowntown.com/event/downtown-transportation-development-update/>)
- Thursday, May 19th, 10:30 a.m.-12:00 p.m., jointly with ETBP, *50th Anniversary of Title IX* at The Larking
- Friday-Sunday, April 1-3, 9:00 a.m.-5:00 p.m., in addition to the 2022 NCAA Women's Final Four games held at Target Center (<https://wffmpls.com/>) will be *Tourney Town* at the Minneapolis Convention Center (<https://www.mplsdowntown.com/event/tourney-town-presented-by-capital-one/2022-04-01/>);

Then Dan Collison, Executive Director of the ETBP and Director of Downtown Partnerships for the MDC who paid tribute to the holiday by temporarily adorning a green scarf with white shamrocks, also welcomed everyone and thanked FINNEGANS and the FINNOVATION Lab for hosting. For those unaware, he advised Jacquie Berglund, CEO (<https://finnegans.org/about-us/jacquie-berglund-bio/>), has led an incredible social business movement up and down this block and in this space and it's a special day for them. Then he made the following announcements:

- Being on this block also highlights the investment of Kraus-Anderson whose corporate building is next door at 501 South 8th Street (<https://www.krausanderson.com/>), and one block southeast at 615 South 8th Street they just finished a \$100 million development (<https://rejournal.com/kraus-anderson-completes-construction-of-16-story-apartment-tower-in-minneapolis/>) called The Larking (<https://www.thelarking.com/>) which includes 341 market-rate apartments, 9,100 square feet of street level retail space, and a new Wells Fargo branch. We'll be over there for the May business forum and all are welcome.
- Sherman Associates, another developer in East Town, has kicked off the \$30 million redevelopment of its headquarters at the J.I. Case Building (<https://www.sherman-associates.com/news/finance-commerce-sherman-launches-30m-renovation-of-case-building-in-minneapolis/>). They are heavily invested in the area and are advancing retail, hospitality, and food options (<https://www.sherman-associates.com/development/east-town-minneapolis-developments/>).
- Minneapolis is seeking community partners to host City-owned parklets for the 2022 season to activate community corridors with fun public spaces (<https://www.minneapolismn.gov/news/2022/march/2022-parklet-season/>). Neighborhood

organizations, street-level businesses, nonprofits, community organizations and Special Services Districts are encouraged to apply by Friday, April 8th.

- Friends of the Falls is leading Community Conversations with the Native American Community Development Institute (<https://www.nacdi.org/>), to consider the future of the Upper Lock at Owámniyomni (“turbulent waters” in the Dakota language), St. Anthony Falls. The Upper Lock closed to commercial navigation in 2015 and now presents an opportunity to not only restore public access to the river, but to create a place of healing and celebration that acknowledges the past and advances a more equitable and inclusive future. Community Conversation #3, *Restoring a Story Disrupted* is on Tuesday, April 12th, 5:00-7:00 p.m. (<https://thefalls.org/engage/#participate> and <https://thefalls.org/event/community-conversation-restoring-a-story-disrupted-what-can-this-place-become/>). The one planned for May 21st (<https://thefalls.org/event/community-conversation-building-connections/>) will be held in conjunction with the Community Connections Conference (<https://www2.minneapolismn.gov/government/departments/ncr/inclusive-community-engagement/connections-conference/>).
- The Mill City Farmers Market (<https://millcityfarmersmarket.org/about/>) has three more indoor Winter Markets remaining, March 26, April 9 and 23, then they’ll be moving outdoors on May 7th. (<https://millcityfarmersmarket.org/visit/>).

II. Young Professionals in the Marketplace Panel Discussion

Collison moderated by first inviting the panelists from the Young Professionals of Minneapolis (<https://www.ypminneapolis.org/>) to join him center stage and explained he’s been looking forward to this conversation about how young professionals engage with the marketplace as a whole and individual sectors going back to the last quarter of 2021 when they were all pulling their lives out of the COVID mothball environment and wanting to get back to in-person interaction. He’s pleased to have these great business leaders in our community here to share their wisdom. Then he posed the following questions:

Who are you, where do you work, what’s your role in your company, and how are you plugged into the broader community?

Lana Truong-Schneider’s day job is as a Product Marketing Manager at San Francisco-based Simplr (<https://www.linkedin.com/in/lana-truong/>), and in her free time she’s President of YPM (<https://www.ypminneapolis.org/our-team>), so she’s really plugged into the community.

Sidney Otundo is a portfolio manager of commercial retail properties by day, real estate agent of residential homes by night, and then her baby is that surgery where she teaching financial literacy to youth – i.e., money management, entrepreneurship, taxes and credit – by hosting events, and that’s her way of giving back to the community by educating to help close the wealth gap (<https://www.linkedin.com/in/sydney-otundo-199923b3/>).

Sam Johnson is a University Recruiting Specialist at Cargill (<https://www.facebook.com/sam.johnson.75436>) by day, and then he has a big passion for training and development in youth, so he volunteers time at Minnesota FFA (<https://www.mnffaoundation.org/>), and other high school and youth organizations training leadership, personal and professional development opportunities.

Katie Jacobson is a Board-Certified Financial Planner (<https://www.linkedin.com/in/katiejacobson/>) and she runs a team that manages and inspires high-net-worth clients, many of whom are in the medical community, so it’s been quite the adventure over the last few years. She technically offices out of downtown but she’s been working from home consistently these last 3 years, so it’s been all over all over the place in the Twin Cities.

Kyle Andrews is a Sales Engineer at a software company based out of Boston called Crayon (<https://www.linkedin.com/in/kyleandrews1/>), and the ways he’s plugged into the community is by volunteering time with the entrepreneurship program at the University of St. Thomas reviewing business plans for all their different competition.

To hear the panelists’ responses to the remaining questions, i.e.:

How do you understand generational identity in the marketplace?

In what ways do you not identify with your generation? Is there something that you identify with in another generation?

How do you understand the Great Resignation (https://en.wikipedia.org/wiki/Great_Resignation) and what are young professionals looking for in a job that would entice them to return to work?

visit https://zoom.us/rec/share/nhwTaRUtWDQB1P74Uvw_JiEQ3bWVHnPQ3_OUcZPirxWbj18b5h1Bs_puA1LLQGeN.ocW9xFmCkuJEdbll; Passcode pY9h2?Rz.

III. Closing Remarks

Collison applauded the panelists for sharing their perspectives, thanked those in person and online for giving their time, and wished all a happy St. Patrick's Day. He reminded everyone the next ETBP business forum on Thursday, April 21st is their annual meeting at U.S. Bank Stadium where they'll receive a high flyover of where they'll be going in the next season.

IV. Attendees via Zoom or Phone

Martha Archer, Mill City Farmers Market
Megan Freeberg, Sherman Associates
Chris Johnson, Community-based Transportation Planning
Vincent Puzak
Christie Rock Hantge, ETBP Executive Coordinator
Sarah Henely, YWCA Minneapolis
Roger Raina, National Item Processing
Jeff Swanson, Avison Young
Carletta Sweet, DMNA, ETBP Board
Rachael Weiker, YWCA Minneapolis